### Los Angeles RNN Reach of Channel Utilization for Federal Fiscal Year 05

Channels utilized for services provided

Reporting Period	October 1, 2004 - March 31, 2005		April 1. Septembe:	
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies
RNN CONTRACTS	1	100%	1	100%
CHANNELS				
Community Clinics	Yes		Yes	
Community Youth Organizations	Yes		Yes	
Faith/Church	Yes		Yes	
Farmers' Markets/Flea Markets	Yes		Yes	
Festivals	Yes		Yes	
Food Closets/Food Pantries	No		No	
Food Stamp Offices	No		Yes	
Grocery Stores/Supermarkets	Yes		Yes	
Head Start	No		No	
Healthcare Facilities	Yes		No	
Healthy Start/First Five Commissions	No		No	
Indian Tribal Organizations	No		No	
Internet/Web	No		No	
Other Community Based Organizations	Yes		Yes	
Parks, Recreation Centers	No		Yes	
Print	Yes		Yes	
Public Health Department	No		Yes	
Radio	Yes		Yes	
Restaurants/Diners/Catering Trucks	No		No	
Schools (K-12)/School Districts	Yes		Yes	
Senior Centers	No		No	
Soup Kitchens/Congregate Meal Sites	No		No	
Television	Yes		Yes	
Universities, Community Colleges	No		No	
University California Cooperative				
Extensions	No	-	Yes	
Web/Other Media	No	-	No	
WIC Sites	No	-	Yes	
Worksites/Employers/Labor Groups	No	-	Yes	
Other RNN TOTALS	No		No	

# Los Angeles RNN Reach of Media Advertising Efforts for Federal Fiscal Year 05

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period		1, 2004 - 31, 2005	April 1, 2005 - September 30, 2005		Year '	Totals
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1		1			
TV						
paid TV ads	0	0	0	0	0	0
free TV ads	1	15,000	0	0	1	15,000
Radio						
paid radio ads	0	0	0	0	0	0
free radio ads	0	0	0	0	0	0
Print						
paid ads placed	0	0	0	0	0	0
Outdoor						
paid ads placed on billboards, bus stops, or other outdoor advertising	0	0	0	0	0	0
RNN TOTALS	1	15,000	0	0	1	15,000
Consumer Impressions may be dupli	cate counts					

#### Los Angeles RNN Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period	October 1, 2004 -		April 1, 2005 -		Year Totals	
Reporting Ferrod	March	31, 2005	September 30, 2005		Tear Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1	1	1	1	1	1
TV						
# Agencies that submitted media alerts or		1				
tip sheets to TV	0	n/c	1	n/c	1	n/c
# Media alerts or tip sheets submitted	0	n/c	200	n/c	200	n/c
# Agencies that submitted press releases	0	n/c	1	n/c	1	n/c
# press releases submitted	0	n/c	38	n/c	38	n/c
TV stories aired from releases	0	n/c	9	n/c	9	n/c
Total TV interviews conducted	0	n/c	9	n/c	9	n/c
TV stories from interviews	0	0	6	5,000,000	6	5,000,000
Total number of TV inputs	0	0	264	5,000,000	264	5,000,000
Radio						
# Agencies that submitted media tip				1		
sheets to radio	0	n/c	1	n/c	1	n/c
# Media alerts or tip sheets submitted	0	n/c	24	n/c	24	n/c
# Agencies that submitted press releases	0	n/c	1	n/c	1	n/c
# Press releases submitted to radio	0	n/c	11	n/c	11	n/c
Radio Stories from releases	0	n/c	3	n/c	3	n/c
Total # radio interviews conducted	1	n/c	4	n/c	5	n/c
Total # radio interviews aired	1	30,000	6	3,000,000	7	3,030,000
Total number of radio inputs	2	30,000	50	3,000,000	52	3,030,000
•				.,,		.,,
Print						
# Agencies that submitted any tip sheets						
to newspaper	1	n/c	1	n/c	2	n/c
# Media alerts or tip sheets submitted	5	n/c	24	n/c	29	n/c
# Agencies that submitted press releases	0	n/c	1	n/c	1	n/c
# Press releases submitted to print	0	n/c	24	n/c	24	n/c
Total print stories printed	3	30,000	5	150,000	8	180,000
Interviews with print outlets	0	n/c	3	n/c	3	n/c
Print Stories from interviews	0	0	1	200,000	1	n/c
Total number of print inputs	9	30,000	59	350,000	68	180,000
RNN TOTALS	11	60,000	373	8,350,000	384	8,210,000
n/c = not collected						
Consumer Impressions may be duplicate co	ounts					

### Los Angeles RNN Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period		: 1, 2004 - 31, 2005	April 1, 2005 - September 30, 2005		Year '	Γotals
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1		1			
# Feature Articles Submitted	0	n/c	4	n/c	4	n/c
Total Feature Stories Run	0	0	4	500,000	4	500,000
# Letters to Editor Submitted	0	n/c	0	n/c	0	n/c
Total Letters to the Editor Run	0	0	0	0	0	0
Total Editorial Board Meetings		1				
Attended	0	n/c	0	n/c	0	n/c
RNN TOTALS	0	0	8	500,000	8	500,000

n/c = not collected

### Los Angeles RNN Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

Reporting Period		1, 2004 - 31, 2005	_	, 2005 - r 30, 2005	Year '	Γotals
Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions
RNN CONTRACTS	1		1			
Grocery Stores						
# taste tests at grocery stores	0	0	20	5,137	20	5,137
# grocery store tours	0	0	0	0	0	0
# other grocery promotions	0	0	19	15,089	19	15,089
Total Grocery Store Events	0	0	39	20,226	39	20,226
Farmer's Markets						
# farmer's market taste tests	0	0	8	5,167	8	5,167
# farmer's market tours	1	150	3	600	4	750
# other farmers market events	0	0	14	13,586	14	13,586
Total Farmers Market Events	1	150	25	19,353	26	19,503
Restaurants						
# taste tests at restaurants	1	350	0	0	1	350
# restaurant tours	0	0	0	0	0	0
# other restaurant promotions	0	0	0	0	0	0
Total Restaurant Events	1	350	0	0	1	350
School and Worksite Food Service						
# cafeteria merchandising	0	0	1,621	230,483	1,621	230,483
# menu promotions	0	0	0	0	0	0
# other school and worksite promotions	0	0	4	1,840	4	1,840
Total School and Worksite	0	0	7	1,010	т	1,010
Events	0	0	1,625	232,323	1,625	232,323
Reach of Sales Promotions Activit	ies continued on	the next page				

#### Los Angeles RNN Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2) October 1, 2004 - March April 1, 2005 - September Reporting Period **Year Totals** 31, 2005 30, 2005 Number of Number of Total Number of **Participants** Number of **Participants Total Number** Events / (Consumer Events / (Consumer of Events / Consumer Impressions) Impressions) Activities Activities Impressions Activity Activities RNN CONTRACTS 1 1 Other Special Events # organized sports events 1 250 1 500 2 750 6 825 19 5,965 25 6,790 # health fairs 0 5 0 5 164,000 164,000 # festivals 0 0 3 974 3 974 # community forums 0 0 0 0 0 # federal food assistance 0 0 0 0 0 0 0 # walk to school # TV turn off 0 0 0 0 0 0 0 0 2 123,205 2 123,205 # radio remotes 2 3 200 150 1 50 # of other events **Total Special Events** 9 1,225 31 294,694 40 295,919 RNN TOTALS 11 566,596 568,321 1,725 1,720 1,731

#### Los Angeles RNN Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 4)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be in/alluded in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

October	1, 2004 -	April 1, 2005 - September 30, 2005		Voor '	Year Totals	
March 3	31, 2005			i ear	lotais	
Number of Classes / Activities	Number of Participants (Consumer Impressions)	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Total Number of Classes / Activities	Total Consumer Impressions	
1		1				
3,181	8,779	1,131	225,655	4,312	234,434	
6	385	16	679	22	1,064	
0	0	0	0	0	0	
0	0	4	672	4	672	
0	0	0	0	0	0	
3,187	9,164	1,151	227,006	4,338	236,170	
	March 3  Number of Classes / Activities  1  3,181  6  0  0	Number of Classes / Activities   Consumer Impressions     3,181   8,779     6   385     0   0     0   0     0   0     0   0	March 31, 2005         September           Number of Classes / Activities         Number of Classes / Impressions)         Number of Classes / Activities           1         1           3,181         8,779         1,131           6         385         16           0         0         0           0         0         4           0         0         0	March 31, 2005         September 30, 2005           Number of Classes / Activities         Number of Classes / Impressions)         Number of Classes / Activities         Number of Participants (Consumer Impressions)           1         1           3,181         8,779         1,131         225,655           6         385         16         679           0         0         0         0           0         0         0         0           0         0         0         0           0         0         0         0           0         0         0         0	March 31, 2005         September 30, 2005         Year           Number of Classes / Activities         Number of Classes / Activities         Number of Participants (Consumer Impressions)         Total Number of Classes / Activities           1         1           3,181         8,779         1,131         225,655         4,312           6         385         16         679         22           0         0         0         0         0           0         0         0         0         0           0         0         0         0         0           0         0         0         0         0	

Reach of Network Personal Sales Activities for RNNs on the following page

Activity D RNN CONTRACTS  Materials Distributed  Newly Developed Materials # curriculums and lessons developed  # promotional items developed  # other items developed		1, 2004 - 31, 2005 Consumer Impressions	April 1,		Year 7	<b>Totals</b>
Activity D RNN CONTRACTS  Materials Distributed  Newly Developed Materials # curriculums and lessons developed  # promotional items developed  # other items developed	Distributed		Oncombite			
Materials Distributed  Newly Developed Materials # curriculums and lessons developed  # promotional items developed  # other items developed	1		Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
Newly Developed Materials # curriculums and lessons developed # promotional items developed # other items developed			1			
# curriculums and lessons developed  # promotional items developed  # other items developed						
# promotional items developed  # other items developed						
# promotional items developed # other items developed	0	n/c	0	n/c	0	n/c
	0	n/c	0	n/c	0	n/c
	0	n/c	0	n/c	0	n/c
Total Newly Developed Materials	0	n/c	0	n/c	0	n/c
Previously Developed Materials # curriculums and lessons		Ī				
previously developed	0	n/c	0	n/c	0	n/c
# promotional items previously developed	0	n/c	0	n/c	0	n/c
# other items previously developed	0	n/c	0	n/c	0	n/c
Total Previously Developed Materials	0	n/c	0	n/c	0	n/c
Other Nutrition Materials, Non-Network Produced						
# Other Program curriculum previously developed	31	n/c	0	n/c	31	n/c
# Other Program promotional item previously developed	4,595	n/c	0	n/c	4,595	n/c
# Other Program other types of materials previously developed	1,058	n/c	0	n/c	1,058	n/c
Total Other Nutrition Materials, Non-Network Produced						
n/c = not collected	5684	n/c	0	n/c	5684	n/c

#### Los Angeles RNN Reach Personal Sales for Federal Fiscal Year 05 (Page 3 of 4)

Damantina Davia d	October	1, 2004 -	April 1	, 2005 -	2005 - Year Totals	
Reporting Period	March 3	31, 2005	September 30, 2005		1 Car 1 Otars	
Activity	Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
RNN CONTRACTS	1		1			
Food Stamp Materials						
Changing the Scene	0	n/c	0	n/c	0	n/c
Nutrition Nibbles	0	n/c	0	n/c	0	n/c
Fruits and Vegetables Galore	0	n/c	0	n/c	0	n/c
Other	0	n/c	0	n/c	0	n/c
Total Food Stamp Materials	0	n/c	0	n/c	0	n/c

n/c = not collected

Reach of Network Personal Sales Activities for RNNs on the following page

Los Angeles RNN Reach Personal Sales for Federal Fiscal Year 05 (Page 4 of 4)								
Reporting Period	October March 3		April 1 Septembe		Year '	Totals		
Activity	Number of Websites	Internet Hits (Duplicate Count)	Total Number of Websites	Total Internet Hits (Duplicate Count)				
RNN CONTRACTS	1 1							
Internet								
# Websites	1	n/a	1	n/a	n/a	0		
Total Internet	1	n/a	1	n/a	n/a	0		
RNN TOTALS 8,872 9,164 1,152 227,006 10,022 236,170								
n/a = not applicable								

### Los Angeles RNN

#### Reach of Environmental Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)

Environmental change includes changes to the economic, social or physical environments.

Poporting Poriod	October :	1, 2004 -	April 1, 2005 -		
Reporting Period	March 3	1, 2005	September	r 30, 2005	
	Support Policy	Percent of	Support Policy	Percent of	
Activity	Change	Agencies	Change	Agencies	
RNN CONTRACTS	1	100%	1	100%	
ENVIRONMENT					
Developed and maintained partnerships to					
work towards environmental change	Yes		Yes		
Developed/maintained school or community					
garden	No		Yes		
Encouraged restaurants and grocery stores to					
carry culturally appropriate foods and					
healthier choices	Yes		Yes		
Improved access and appearance of stairwells	No		No		
Improved food choices in cafeterias and	37		N.		
worksites Improved transportation to and from	Yes		No		
markets	No		No		
Increased daily nutrition announcements,	INO		NO		
tips and posters in schools and worksites	Yes		No		
Increased distribution and access to fruits	165		110		
and vegetables in local stores	No		Yes		
Increased fruits and vegetables at group					
functions	Yes		Yes		
Increased lighting, paths, times to promote					
biking and walking	No		Yes		
Increased promotion of and access to					
information for federal food assistance					
programs	No		Yes		
Initiated/Implemented farmers' market,					
coop, CSA or other agriculture related					
environmental change	No		Yes		
Initiated/Implemented school salad bar					
program	No		No		
Limited access to high fat milk products	No		No		
Limited access to soda	No		No		
Limited access to unhealthy foods	Yes		No		
Made healthy snack carts available	No		No		
Replaced vending machine choices with	· -				
healthier foods	No		Yes		

#### RNN TOTALS

Policy, Systems & Environment changes continue on the next page.

# Los Angeles RNN Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 2 of 2)

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, September	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies
RNN CONTRACTS	1	100%	1	100%
POLICY				
Adopt local policies that require sidewalks, bike paths and safe routes	Yes		Yes	
Establish policies that make after school programs are available and promote				
nutrition and physical activity	Yes		Yes	
Established commercial free schools	Yes		No	
Established policies about serving healthier foods at meetings or event	Yes		Yes	
Established policies regarding food stamps, food security or food banks	Yes		No	
Established policies that decreased unhealthy foods and beverages at schools	Yes		Yes	
Established policies that ensure implementation of physical education in K-12	Yes		Yes	
Established policies that require at least 50% of food in school food service are	Yes		Yes	
healthy options Established policies to encourage	i es		ies	
development of healthy food vendors	No		Yes	
Ratified rules to promote physical activity	No		No	
Worked with Farmers' Markets to increase participation in food assistance programs	Yes		No	
Worked with groups for policy agenda RNN TOTALS	Yes		Yes	